



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Michael Arcuri/Oneida County Crt Judge/Dem/NY  
14 Irving Place  
Brian Noonan  
Utica, NY 13501

## Contract # 1442400

**Schedule Dates** 10/06/16-11/04/16  
**Advertiser** Michael Arcuri/Oneida County Crt Judge/Dem/NY  
**Agency** Direct Account (1)  
**Product** Political - Candidate Other (1066)  
**Brand** Arcuri/Oneida County Court Judge (565611)  
**Salesperson** Utica, House (1386)  
**Sales Office** Utica  
**Buyer Name** NOONAN,BRIAN  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/04/16  
**Last Modified** 10/04/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 0.00  
**Commission** \$0.00  
**Net Total** \$3,020.00  
**Sales Tax**

### Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	64	\$2,525.00
Nov. 2016	14	\$495.00
<b>Grand Total:</b>	<b>78</b>	<b>\$3,020.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/10/16-11/04/16	4	:30	5A- ABC Morning News	5	X	X	X	X	X			20	\$15.00	\$300.00	Utica (WUTR)		10/4/16
2.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	7A- Good Morning America	1				X	X			1	\$40.00	\$40.00	Utica (WUTR)		10/4/16
3.0	Normal Line / SPOT	10/10/16-10/28/16	4	:30	7A- Good Morning America	4	X	X	X	X	X			12	\$40.00	\$480.00	Utica (WUTR)		10/4/16
4.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	7A- Good Morning America	2	X	X	X	X	X			2	\$40.00	\$80.00	Utica (WUTR)		10/4/16
5.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	9A- Live! With Kelly & Michael	2				X	X			2	\$35.00	\$70.00	Utica (WUTR)		10/4/16
6.0	Normal Line / SPOT	10/10/16-10/28/16	4	:30	9A- Live! With Kelly & Michael	2	X	X	X	X	X			6	\$35.00	\$210.00	Utica (WUTR)		10/4/16
7.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	9A- Live! With Kelly & Michael	2	X	X	X	X	X			2	\$35.00	\$70.00	Utica (WUTR)		10/4/16
8.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	11A- The View	1				X	X			1	\$40.00	\$40.00	Utica (WUTR)		10/4/16
9.0	Normal Line / SPOT	10/10/16-10/28/16	4	:30	11A- The View	2	X	X	X	X	X			6	\$40.00	\$240.00	Utica (WUTR)		10/4/16
10.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	2P- General Hospital	1	X	X	X	X	X			1	\$40.00	\$40.00	Utica (WUTR)		10/4/16
11.0	Normal Line / SPOT	10/10/16-11/04/16	4	:30	11A- The View	1	X	X	X	X	X			4	\$40.00	\$160.00	Utica (WUTR)		10/4/16
12.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	2P- General Hospital	1				X	X			1	\$40.00	\$40.00	Utica (WUTR)		10/4/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

See the back of this document for Advertising Contract Terms and Conditions



WUTR  
201 Humboldt Street  
Rochester, NY 14610

Michael Arcuri/Oneida County Crt Judge/Dem/NY  
14 Irving Place  
Brian Noonan  
Utica, NY 13501

## Contract # 1442400

**Schedule Dates** 10/06/16-11/04/16  
**Advertiser** Michael Arcuri/Oneida County Crt Judge/Dem/NY  
**Agency** Direct Account (1)  
**Product** Political - Candidate Other (1066)  
**Brand** Arcuri/Oneida County Court Judge (565611)  
**Salesperson** Utica, House (1386)  
**Sales Office** Utica  
**Buyer Name** NOONAN,BRIAN  
**Phone/Fax** /  
**CPE** N/A  
**Account Types** Local/Political  
**Billing Type** Standard  
**Comments**

**Date Entered** 10/04/16  
**Last Modified** 10/04/16  
**Entered By** Julie Orilio  
**CO-OP** No  
**Headline #**  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 0.00  
**Commission** \$0.00  
**Net Total** \$3,020.00  
**Sales Tax**

## Utica (WUTR)

By Broadcast Month	Spots	Rate
Oct. 2016	64	\$2,525.00
Nov. 2016	14	\$495.00
<b>Grand Total:</b>	<b>78</b>	<b>\$3,020.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
13.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	5P- Ellen	1				X	X			1	\$70.00	\$70.00	Utica (WUTR)		10/4/16
14.0	Normal Line / SPOT	10/10/16-11/04/16	4	:30	5P- Ellen	1	X	X	X	X	X			4	\$70.00	\$280.00	Utica (WUTR)		10/4/16
15.0	Normal Line / SPOT	10/06/16-10/07/16	4	:30	5:58P- WUTR Eyewitness News at 6	1				X	X			1	\$60.00	\$60.00	Utica (WUTR)		10/4/16
16.0	Normal Line / SPOT	10/10/16-10/28/16	4	:30	5:58P- WUTR Eyewitness News at 6	4	X	X	X	X	X			12	\$60.00	\$720.00	Utica (WUTR)		10/4/16
17.0	Normal Line / SPOT	10/31/16-11/04/16	4	:30	5:58P- WUTR Eyewitness News at 6	2	X	X	X	X	X			2	\$60.00	\$120.00	Utica (WUTR)		10/4/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

See the back of this document for Advertising Contract Terms and Conditions